Suite 555 66 Canal Center Plaza Alexandria VA 22314

American Crossroads/ Issue Submission Number 267 Issue 1





WNCN-TV 1205 Front St. Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Original

Raleigh-Durham, NC	Key Market:		Booking Group: WNCN Order:	American Crossroads (L) Household	Product: Demographic:
: Transactional	Business Category: Transactiona			No	Associated Copies: No
POLITICAL	Business Type:	Political	Contract type:	06364476	Est./PO Number:
06364476	Order Ref:	N	Weeks:	10/08/12 to 10/21/12	Schedule Dates:
HRP Washington, DC	Sales Rep:	11 /27 /1088	Client/Product/Estimate:	2	Buyer:
E:063644760	Campaign Ref:	19335	Submission Cost:	American Crossroads/ Issue	Client:

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	M-F 5p Judge Judy		M-F 5a News	т.	M-F 4p Ellen	Т.	M-F 330p Judge Judy		M-F 3p Judge Judy	F.	M-F 1135p ET / 1035p CT Tonight Show		M-Su 11p News	F:	Fri 10p ET / 9p CT Dateline NBC Friday	F.	M-F 10a Today Show III	Sales Product Details
	03		02		03		03		03		03		03		02		03	Rev Type
Week												15-70-0			21 2001			
Weekly Totals: Total Spots(Ord Spots)	250		145		250		180		180		175		615		1800		200	Rate
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36	_				_		1		_		1		-1				1	Total
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	Associated Copies: No	Est./PO Number: 063	Schedule Dates: 10//	Buyer:	Client: Am
		06364476	10/08/12 to 10/21/12		American Crossroads/ Issue
		Contract type:	Weeks:	Client/Product/Estimate:	Submission Cost:
		Political	2	11 /27 /1088	19335
	Business Category: Transaction	Business Type:	Order Ref:	Sales Rep:	Campaign Ref:
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Suite 555 66 Canal Center Plaza Alexandria VA 22314

American Crossroads/ Issue **Submission Number 267** Issue 1







PHONE (919) 836-1717 FAX (919) 836-1747

Original

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American Crossroads/ Issue Submission Number 267 Issue 1





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PHONE (919) 836-1717 FAX (919) 836-1747

	36	17	19		(Ord Spots)	Weekly Totals: Total Spots(Ord Spots)	Weekly				
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250	-1		1	Nbr of Spots	30	250		02	ly Show	Sun 8a Today Show	36
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Cost	Total	10/15	10/08		Spot	Rate		Rev Type	ct Details	Sales Product Details	Ref
	actional	ory: Transa	Business Category: Transactional	Bu					No	Associated Copies: No	Associa
	POLITICAL		Business Type:	But	Political		Contract type:		06364476	Est./PO Number:	Est./PO
	476	06364	Order Ref:	Orc	2		Weeks:		10/08/12 to 10/21/12	le Dates:	Schedu
DC	Vashington,	HRP V	es Rep:	Sal	11 /27 /1088	ite:	Client/Product/Estimate:		3.		Buyer:
	E:063644760	E:063	Campaign Ref:	Cai	19335		Submission Cost:		American Crossroads/ Issue		Client:
Original	0										

Grand Totals:

Spots Cost

Totals

Grand Totals

10/08

Month 10 Weeks: 4

10/15

7435

Gross Total: Commission:

19,335.00 2,900.25

36

Spots:

36 19335 Station Copy

02:55:54 10/6/2012

Page 5 of 5

Net Total:

16,434.75

REP HEADLINE# 6364476 \$\$\$ APPROVED ORIGINAL APPROVED ORIGINAL REV#0 \$\$\$

ORDER WORKSHEET CREDIT ADVISORY: REP: TEL# 703-516-9399 AGENCY CREDIT

RISK !!!
REPORT FROM STATION FAX# 703-516-9680 OCT5/12 11.42 *** WNCN-TV ***

REP: ADV ORDER AGY CITY TAX FLIGHT PRDCT # # # DATES OCT9/12 AMERICAN CROSSROADS AGY. ADV. STATE TAX NAME NAME OCT15/12 CROSSROADS MEDIA ISS/AMER. ALEXANDRIA, 9 EST#1088 CONTRACT CANAL WK-1 CENTER CROSSROADS # COMMENTS: VA 6364476 PLAZA, 22314 CO-OP LLC (LINE, BILLING NEEDED SUITE ORDER, 555 INVOICE) CLASS: NATL. SALES BUYER NAME REP.# PRSN WA-STEPHANIE 〇月日.# MICK NESCI LOCAL MARONEY DATE REGIONAL SALESMAN OCTS/12 (H) # 11.42

THANKS PLEASE CONFIRM TTL \$39,845 @84X ORDER SHOSHANA FOR MICK

****PLS SEE M1 FOR SPOT N/A NEED RATE FOR LN FOLLOWING STA ADVISE ASAP CHERYL 10/4 NEL D/T RATE*** SH \$2000

STA:

CON N **** THIS IS A CASH IN ADVANCE SCHEDULE ****

STATION MAKEGOOD OFFERS: BUY#36 MISSED: SUN/1100P-1135P OFFER: NONE

MH

UNRESL

CMT:SPOT NA D/T INCORRECT RATE/TIME - 1 LZ FOLLOWING NFL 308 SH \$615.00 11:30PM-12:05AM (OCT5/12)

OCT14

PLS ADVISE

CONTRACT TOTAL SPOTS 39845.00 84

REP HEADLINE# 6364476
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

AGENCY CREDIT RISK !!!

HARRIS REPORT FROM REP

OCT4/12 19.20 *** WNCN-TV ***

REP: FLIGHT DATES OCT9/12 ORDER CITY TAX PRDCT AGY # ADV # # AMERICAN CROSSROADS AGY. ADV. STATE TAX NAME NAME OCT15/12 CROSSROADS MEDIA LLC ISS/AMER. CROSSROADS ALEXANDRIA, 9 EST#1088 CONTRACT CANAL CENTER PLAZA, WK-1 COMMENTS: # VA 6364476 22314 CO-OP (LINE, BILLING NEEDED SUITE ORDER, 555 INVOICE) REP.# CLASS: NATL. SALES PRSN WA-BUYER NAME STEPHANIE MARONEY OFF.# MICK NESCI LOCAL DATE REGIONAL SALESMAN # OCT4/12 (H) 19.20

NEW ORDER
TTL \$39,845 @84X
PLEASE CONFIRM
THANKS SHOSHANA FOR MICK

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

JB 10/5/12

: LINE	: LINE#:REP :	 CD:	TIME PERIOD	: LGTH : SEC	RATE	: START		END	END :SPTS: WEEK DATE : /WK: INVT	TNVT		DAYS	: TOTL:
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OM REP OCT4/12 19.20

*** WNCN-TV ***

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ORDER WORKSHEET H2 FAX# 703-516-9680

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IT RISK !!!

OCT4/12 19.20

*** WNCN-TV ***

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IARRIS REPORT FROM REP OCT4/12 19.20

*** WNCN-TV ***

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: NBC 17 NEWS AT	600P-630P	ADDE TODA	530P-600P	NBC 17 TODAY	530A-600A	STUDGE JUDY	500P-530P	: ELLEN	400P-500P	STUDGE JUDY	330P-400P	: YUDGE JUDY	3002-3305	: TONIGHT SHOW	1135P-1235A	: NBC 17 NEWS AT	1100P-1135P	: TIME PERIOD
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OCT4/12 19.20 *** WNCN-TV ***

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: JUDGE JUDY	300P-330P	: TONIGHT SHOW	1135P-1235A	: NBC 17 NEWS AT	1100P-1135P	: TODAY SHOW III	1000A-1100A	: TODAY SHOW II	900A-1000A	: EXTRA	730P-800P	: TODAY SHOW	700A-900A	: NBC 17 NEWS AT	700P-730P	: NBC NIGHTLY NEWS	630P-700P	
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IT RISK !!!

OCT4/12 19.20

*** WNCN-TV ***

PRO	66	PRO	б 5	PRO	64	PROC	63	PRC	62	PRO	61	PROC	60	PROC	5 9	PRC	5 8	: LINE#:REP :
PROGRAM :		PROGRAM : CON COM1:		PROGRAM :		PROGRAM :		PROGRAM :		PROGRAM :		PROGRAM :		PROGRAM :		PROGRAM :		AE#: :
TODAY SHOW	700A-900A	NBC 17 NEWS AT	700P-730P	NBC 17 TODAY AT	600A-700A	NBC 17 NEWS AT	600P-630P	AGDE AGDE	530P-600P	NBC 17 TODAY AT	530A-600A	AUDGE AUDA	500P-530P	ELLEN	400P-500P	ADDCE JUDY	330P-400P	TIME PERIOD :
	30	7	3 0	6A 6A	30	00	3 0		3 О	530A 530A	30		30		3 0		30	LGTH : SEC :
	\$650.00		\$575.00		\$350.00		\$400.00		\$250.00		\$180.00		\$250.00		\$250.00		\$180.00	RATE
	10/9		10/9		10/9		10/9		10/9		10/9		10/9		10/9		10/9	: START
	10/9		10/9		10/9		10/9		10/9		10/9		10/9		10/9		10/9	: END : DATE
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	TUE		TUE		TUE		TUE		TUE		TUE		TUE		TUE		TUE	WEEK :
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IDIT RISK !!!

OCT4/12 19.20

*** WNCN-TV ***

																		: LINE#: REP
PROGRAM :	75	PROGRAM :	74	PROGRAM :	73	PROGRAM : CON COM1:	72	PROGRAM : CON COM1:	71	PROGRAM :	70	PROGRAM :	69	PROGRAM :	6 8	PROGRAM :	67	:REP :CD:
: NBC 17 TODAY AT	500A-530A	: ELLEN	400P-500P	YUDGE JUDY	330P-400P	HADDE JUDY	300P-330P	: TONIGHT SHOW	1135P-1235A	: NBC 17 NEWS AT	1100P-1135P	: TODAY SHOW III	1000A-1100A	: TODAY SHOW II	900A-1000A	: EXTRA : EXTRA	730P-800P	: TIME PERIOD :
T 5A	3 0		30		30		3 0		30	11	30		30		3 0		30	LGTH : SEC
	\$145.00		\$250.00		\$180.00		\$180.00		\$175.00		\$615.00		\$200.00		\$250.00		\$275.00	: RATE
	10/10		10/10		10/10		10/10		10/10		10/10		10/10		10/9		10/9	: START : DATE
	10/10		10/10		10/10		10/10		10/10		10/10		10/10		10/9		10/9	: END : DATE
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	MED		WED		MED		MED		MED		MED		MED		TUE		TUE	INVT :
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OCT4/12 19.20 *** WNCN-TV ***

PROGRAM : AGT / LAW & ORDER SVU	84 900P-1000P 30 \$4,100.00	PROGRAM : TODAY SHOW II CON COM1: TODAY SHOW II	83 900A-1000A 30 \$250.00	PROGRAM : EXTRA CON COM1: EXTRA	82 730P-800P 30 \$275.00	PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	81 700A-900A 30 \$650.00	PROGRAM : NBC NIGHTLY NEWS	80 630P-700P 30 \$920.00	PROGRAM : NBC 17 TODAY AT 6A CON COM1: NBC 17 TODAY AT 6A	79 600A-700A 30 \$350.00	PROGRAM : NBC 17 NEWS AT 6 CON COM1: NBC 17 NEWS AT 6	78 600P-630P 30 \$400.00	PROGRAM : JUDGE JUDY CON COM1: JUDGE JUDY	77 530P-600P 30 \$250.00	PROGRAM : JUDGE JUDY CON COM1: JUDGE JUDY	76 500P-530P 30 \$250.00	:LINE#:REP :CD: TIME PERIOD : LGTH : SEC : RATE : : : :
	10/10		10/10		10/10		10/10		10/10		10/10		10/10		10/10		10/10	: START : DATE
	10/10		10/10		10/10		10/10		10/10		10/10		10/10		10/10		10/10	: END : DATE
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	WED		WED		WED		WED		WED		WED		WED		WED		WED	WEEK : DAYS
	Р		1		Ч		P		н		Н		ב		н		P	: TOTL:

*** ORIGINAL REV#0 ***

ORDER WORKSHEET REP: TEL# 703-516-9399 CREDIT ADVISORY: AGEN 5-9399 FAX# 703-516-9680 AGENCY CREDIT RISK !!!
HARRIS REPORT FROM REP

OCT4/12 19.20 *** WNCN-TV ***

84

LGTH : SEC RATE START DATE : /WK: INVT : CONTRACT TOTAL TOTAL SPOTS DAYS 39845.00 : TOTL:

OCT/12 39845.00 :LINE#:REP :CD:

TIME PERIOD

: LINE#: :

MARKET TOTALS \$498,062 WNCN 8%

WRAL 45%

WIVD 38%

WRAZ 7%

WRDC 0%

WLFL 2%

CABL 0%

SHARES ESTIMATED

SVC- NSI BOOKS- NOV/11 DEMOS- RA35+*

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

station and	Location:			Da	ate:
Stephanie N	//aroney				
o hereby reque	est station time conce	erning the foll	owing issue:		
/ashington, [rk Avenue Suite 1	200			
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
otal Charg	jes:				
nis broadcast ti	me will be used by:_	American	Crossroads		
oes the pr nessage re	ogramming (in	n whole or political m	r in part) on	ommunicate ational impor	"a tance?"
	□ Yes		-	× No	

For programming that "communi importance," list the name of the office(s) being sought and the dat	legally qualified candidate(s)	the programming refers to the							
For programming that "communic importance," attach Agreed Upon	ates a message relating to any Schedule (Page 3)	political matter of national							
I represent that the payment for the above described broadcast time has been furnished by:									
Treasurer Margee Clancy									
and you are authorized to announce furnishing the payment, if other th	e the time as paid for by such an an individual person, is:	person or entity. The entity							
a corporation; a commit	tee; X an association;	or other unincorporated group.							
The names, offices, and addresses agents of the entity are named belo	of the chief executive officers	s. directors, and/or authorized							
THIS STATION DOES NOT DISC OF RACE OR ETHNICITY IN TH	CRIMINATE OR PERMIT D E PLACMENT OF ADVERT	DISCRIMINATION ON THE BASIS							
I agree to indemnify and hold harmle reasonable attorney's fees, that may e advertisement(s). For the above-star transcript, or tape, which will be de before the time of the scheduled bro	nsue from the broadcast of the ted broadcast(s), I also agree livered to the station at leas	e above-requested							
	IED BY ISSUE ADV	ERTISER							
10/5/12 Sturn	1 Muy	703-299-1760							
Date Sign	nature	Contact Phone Number							
TO BE SIGNE	D BY STATION REP	PRESENTATIVE							
Accepted	Accepted in Part	☐ Rejected							
Signature	Printed Name	Title							